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REENA KUYPER, ESQ. BYARD NILSSON, ESQ. 9229 SUNSET BOULEVARD SUITE 630 LOS ANGELES, CA 90069				
EXAMINER				
WOO, STELLA L				
ART UNIT		PAPER NUMBER		
2614				
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10/05/2010		PAPER		

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

**Supplemental  
Notice of Allowability**

**Application No.**

09/371,212

**Examiner**

Stella L. Woo

**Applicant(s)**

KATZ, RONALD A.

**Art Unit**

2614

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERIT IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☐ This communication is responsive to \_\_\_\_.
2. ☒ The allowed claim(s) is/are 51-111.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some\* c) ☐ None of the:  
1. ☐ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.  
(a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached  
1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.  
(b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.  
**Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).**
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_
7. ☒ Examiner's Amendment/Comment
8. ☐ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_.

/Stella L. Woo/  
Primary Examiner, Art Unit 2614

### **EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Reena Kuyper on September 30, 2010.

The application has been amended as follows:

1-50. (Canceled)

51. (Currently Amended) A method of communication for the purpose of making sales-related transactions, involving a buyer terminal and at least one vendor, the method accomplished utilizing one or more multiple, coordinated, control systems, the method comprising the steps of:

establishing electronic communication from a buyer terminal to receive a buyer's request via the one or more multiple, coordinated, control systems, the buyer request indicating a transaction relating to a good or service and a specified maximum purchase price that the buyer is willing to pay for the particular good or service, the buyer request provided at some points during communication;

establishing electronic communication with at least one vendor to transmit the buyer's request whereby an interested vendor receiving the buyer's request may respond with specific video data for the transaction relating to the particular good or service, the specific video data selected by the vendor and provided at the buyer terminal under control of the one or more multiple, coordinated, control systems;

making a record regarding the transaction for the particular good or service and utilizing data that identifies the buyer wherein the data includes a check digit;

qualifying the buyer for at least certain communication via control of the one or more control systems based at least in part on verification of the check digit, before ~~directing~~ allowing at least certain communications from the buyer relating to the transaction relating to the good or service; and

providing an electronic mail message to the buyer relating to the transaction.

52. (Previously Presented) A method according to claim 51 including a further step of registering said vendors with respect to various classifications.

53. (Previously Presented) A method according to claim 52 wherein said various classifications comprise merchandise classifications.

54. (Previously Presented) A method according to claim 53 wherein said various classifications comprise service classifications.

55. (Previously Presented) A method according to claim 54 wherein said various classifications comprise merchandise and service classifications.

56. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes the buyer's electronic mail (e-mail) address.

57. (Currently Amended) A method according to claim 51 wherein the buyer's request is registered and includes ~~the~~ a buyer's name.

58. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for a general category of a good or service of interest to the buyer.

59. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for a specific good or service of interest to the buyer.

60. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for quantity.

61. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry relating to geography.

62. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for delivery location.

63. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for delivery date.

64. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for the buyer's telephone number.

65. (Previously Presented) A method according to claim 51 wherein a response to a buyer request is via electronic mail (e-mail).

66. (Previously Presented) A method according to claim 51 further including a step of informing a buyer that the request has been received.

67. (Previously Presented) A method according to claim 66 wherein the step of informing the buyer includes indicating the number of vendors to whom the request has been transmitted.

68. (Previously Presented) A method according to claim 51 wherein the step of providing the specific video data includes providing high resolution or dynamic video to the buyer relating to the good or service, wherein the high resolution or dynamic video includes a still image or a freeze frame image.

69. (Previously Presented) A method according to claim 51 wherein at least one buyer can access the system via an on-line computer service.

70. (Previously Presented) A method according to claim 51 further including a step of providing an indication that a transaction has been consummated.

71. (Previously Presented) A method according to claim 51 wherein the buyer enters qualification data in addition to the data to identify the buyer in order to access the system.

72. (Previously Presented) A method according to claim 71 wherein the qualification data is the buyer's PIN number.

73. (Currently Amended) A method according to claim 51 wherein the vendor ~~is located at~~ associated with a vendor ~~terminal site~~ that includes a processing capability.

74. (Previously Presented) A method according to claim 73 wherein the vendor terminal site includes one or more data storage facilities.

75. (Previously Presented) A method according to claim 74 wherein the data storage facilities include permanent memory storage.

76. (Previously Presented) A method according to claim 75 wherein the data storage facilities include a video storage.

77. (Previously Presented) A method according to claim 51 further comprising the step of:

providing the buyer with an identification number to identify the transaction.

78. (Previously Presented) A method according to claim 77 wherein the buyer is provided with the identification number before the transaction.

79. (Previously Presented) A method according to claim 77 wherein the buyer is provided with the identification number after the transaction.

80. (Currently Amended) A method of communication for consummating sales transactions involving a buyer terminal and a plurality of different vendors, the



method accomplished utilizing one or more multiple coordinated control systems, the method including the steps of:

establishing electronic communication from a buyer terminal to receive a buyer's request expressing an area of interest via the one or more multiple coordinated control systems, the buyer request indicating a transaction relating to a good or service and a specified maximum purchase price that the buyer is willing to pay for the transaction relating to a good or service, the buyer request provided during a particular phase of the communication;

establishing communication with at least one vendor selected from the plurality of different vendors by the one or more multiple coordinated control systems to transmit the buyer request whereby an interested vendor receiving the buyer request responds to facilitate a transaction and whereby the interested vendor selects select video data that is provided ~~under control of~~ via the one or more control systems to the buyer terminal, the select video data including dynamic or high resolution video data and text data, where the buyer utilizes a mouse coupled to the buyer terminals to manipulate the select video data at the buyer terminals;

making a record regarding the transaction; and

providing an electronic mail message to the buyer terminal relating to the transaction.

81. (Previously Presented) A method according to claim 80 including a further step of registering said vendors with respect to various classifications.

82. (Previously Presented) A method according to claim 81 wherein said various classifications comprise merchandise classifications.

83. (Previously Presented) A method according to claim 82 wherein said various classifications comprise merchandise classifications.

84. (Previously Presented) A method according to claim 83 wherein said various classifications comprise merchandise classifications.

85. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes the buyer's electronic mail (e-mail) address.

86. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes the buyer's name.

87. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for a general category of a good or service of interest to the buyer.

88. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for a specific good or service of interest to the buyer.

89. (Previously Presented) A method according to claim 80 wherein buyer's request is registered and includes an entry for quantity.

90. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry relating to geography.

91. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for delivery location.

92. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for delivery date.

93. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for the buyer's telephone number.

94. (Currently Amended) A method according to claim 80 wherein a response to a the buyer's request is via electronic mail (e-mail).

95. (Previously Presented) A method according to claim 94 wherein the response includes an identification number to identify the transaction.

96. (Previously Presented) A method according to claim 80 further including a step of informing a buyer that the request has been received.

97. (Previously Presented) A method according to claim 96 wherein the step of informing the buyer includes indicating the number of vendors to whom the request has been transmitted.

98. (Previously Presented) A method according to claim 80 wherein the stored video data is provided with text data to the buyer relating to the good or service.

99. (Previously Presented) A method according to claim 80 wherein at least one buyer can access the system via an on-line computer service.

100. (Previously Presented) A method according to claim 80 further including a step of providing an indication that a transaction has been consummated.

101. (Currently Amended) A method according to claim 80 wherein the buyer enters qualification data to access the one or more multiple coordinated control systems.

102. (Currently Amended) A method according to claim 101 wherein the qualification data is ~~the~~ a buyer's PIN number.

103. (Currently Amended) A method according to claim 101 wherein the at least one vendor is associated with a processing capability.

104. (Currently Amended) A method according to claim 101 wherein the at least one vendor is associated with various data storage facilities.

105. (Previously Presented) A method according to claim 104 wherein the various data storage facilities include permanent memory storage.

106. (Previously Presented) A method according to claim 104 wherein the various data storage facilities include a video storage.

107. (Currently Amended) A method for enabling communications including video communications under control of one or more multiple coordinated control systems via a communication system between at least one user at a user terminal and at least one responding vendor, comprising the steps of:

establishing an interface between at least one user at the user terminal  
and the responding vendor, during which the user provides inquiry data including

identification data relating to the user and an area of interest and an indication of the price that the user is willing to pay for a product or service relating to the ~~are~~ area of interest;

receiving and storing data relating to the area of interest indicated by the user at a memory storage associated with a responding vendor ~~under control via~~ of the one or more multiple coordinated control systems;

selecting the responding vendor from a plurality of vendors under control of the one or more multiple coordinated control systems, based on the area of interest expressed by the user, and selecting video and text data relating to the area of interest and providing selected video and text data via the one or more multiple coordinated control systems to the user at the user terminal; and

providing an electronic mail message to the user terminal relating to the area of interest.

108. (Currently Amended) A method using one or more multiple coordinated central control units for communications via a public communication system from buyers to one or more vendors, comprising the steps of:

at least one buyer communicating via the one or more multiple coordinated central control units ~~utilizing an on-line computer service~~, the buyer utilizing a an electronic device with a video capability, the buyer as part of the step of communication indicating an area of interest and an indication of the price

that the buyer is willing to pay for a product or service relating to the area of interest;

selectively determining under control of the one or more multiple coordinated central control units, a select vendor or vendors to which a communication from the buyer should be routed based on the area of interest;

routing the communication to a select vendor or vendors under control of the one or more multiple coordinated central control units; and

providing the buyer with text and select video data relating to the area of interest, the text and video data relating to the select vendor or vendors and provided by the select vendor or vendors under control of the one or more multiple coordinated central control unit for display at the electronic device utilized by the buyer.

109. (Currently Amended) A control system including one or more multiple coordinated control units for enabling communications including video communications via a public communication system between at least one user at a user terminal and at least one responding party, comprising:

an interface for enabling a communication between at least one user at the user terminal and a select responding party by receiving inquiry data from the user when the user initiates the communication, the inquiry data relating to the user's area of interest and including an indication of the price that the user is

willing to pay for a product or service relating to the area of interest, the interface also receiving identification data provided from the user terminal;

memory storage associated with the at least one select responding party to receive and store data relating to the user's area of interest;

a processor within the one or more multiple coordinated control systems coupled to the interface, wherein the processor utilizes the area of interest indicated by the user to selectively determine and select the responding party from a plurality of parties, and wherein the processor obtains select video and text data relating to the area of interest from the responding party and provides the select video and text data to the user for display at the user terminal; and

wherein an electronic mail message is transmitted to the user terminal relating to the user's area of interest.

110. (Currently Amended) A system comprising one or more central control units for selectively directing communications via a public communication system from buyers to one or more vendors, comprising:

interface structure to facilitate communication between at least one buyer and the one or more central control units ~~via an on-line computer service~~, the buyer utilizing an electronic device with a video capability, the buyer indicating an area of interest via the electronic device and an indication of the price that the buyer is willing to pay for a product or service relating to the area of interest;



processing capability for selecting under control of the one or more central control units, a select vendor or vendors to whom a communication from the buyer should be routed based on the area of interest; and

routing the communication to a select vendor or vendors under control of the one or more central control units;

a memory associated with the vendor or vendors wherein text and video data relating to the area of interest and other data is stored; and

whereby the processing capability provides the buyer with selective text and video data relating to the area of interest, the text and video data relating to the select vendor or vendors and provided under control of the one or more central units for display at the electronic device utilized by the buyer.

111. (Previously Presented) A system comprising one more multiple coordinated control units for facilitating selective commercial transactions between a plurality of buyers and a plurality of vendors of items, through a communication system capable of providing communication between a vendor and buyers where buyers have access to an input means and a display, the system comprising:

means for identifying at least a vendor for selection by at least one buyer when the buyer, via the input means, indicates an inquiry with an area of interest and an indication of the price that the buyer is willing to pay for merchandise items relating to the area of interest;

means for effecting presentation of the merchandise items including video presentations of the merchandise items with text data on the display for the at least one buyer's observation;

an item database associated with the at least one vendor for storing information on identified merchandise items;

means for receiving information from the item database, including data to indicate a cost associated with a presented item;

a buyer information database for storing information relating to the at least one buyer; and

a control means within the one or more multiple coordinated control units for:

receiving the buyer's selection of the presented merchandise item through the input means;

responding to the buyer inquiry, communicated through the input means, regarding a presented merchandise item by providing data from the at least one vendor obtained by accessing the item database to selectively determine and retrieve information relating to said merchandise item including select video data and presenting said information to the buyer at the buyer's display, the select video data containing at least high resolution still images or dynamic video relating to the merchandise item;

exchanging communications between the at least one vendor and the buyer, during which a sale can be consummated for the presented

merchandise item to the buyer, including communication by at least one electronic mail message relating to the presented merchandise item.

2. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Stella L. Woo whose telephone number is (571) 272-7512. The examiner can normally be reached on Monday-Tuesday, Thursday-Friday, 6:30 a.m. to 3:00 p.m.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Curtis Kuntz can be reached on (571) 272-7499. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Stella L. Woo/  
Primary Examiner, Art Unit 2614